

Utah Office of Tourism Board Meeting

St. George Courtyard Marriott
Zion Canyon Room

May 5, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Burr
Colin Fryer
Georgianna Knudson

Shelleice Stokes
Steve Lindburg
Bob Syrett
Mona Given

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts

Tracie Cayford
Kelly Day

Guests

Pam Hilton
Nathan Rafferty
Nan Anderson
Thomas Cooke
Ted Hallisey
Dean Cook
Jerry Rasmussen
Joyce Kelly

Organization

St. George Area CVB
Ski Utah
UTIC
W Communications
Kane County Chamber
Washington County CVB Board
Washington County CVB Board
Red Rock Golf Trails

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He thanked Lane and Russ for the beautiful meeting facilities, and asked those in the room to introduce themselves. He commented that the Brand Launch Event on April 5 was a great success and thanked Leigh, Mike and the UOT staff for a job well done. Leigh stated that she appreciated the team effort in developing the brand and staging the Launch Event. Mike also thanked the staff and W Communications.

Minutes

Kim asked if the board had read the minutes of the April 6 meeting and if there was a motion to amend or approve them. Mona made a motion to approve the minutes, it was seconded by Bob Syrett and carried unanimously.

Retreat Wrap Up

Kim asked if there were any comments from the board members regarding the retreat. Mona commented that she felt it was a very productive day full of helpful information. Bob Syrett noted that he particularly appreciated the information contained in the SMARI Report. Bob Bonar thanked the

staff for the good information and stated that it helped him get caught up on some of the things he needs to know to be effective in his role as a board member. Tracie added that Ken Foster did a great job as the facilitator, and the AP reporter who attended generated some press coverage.

Marketing Committee Report

Shelleice reported that the committee had some discussion regarding the 2007/2008 Travel Guide. After discussions with the Utah Hotel and Lodging Association board, it is recommended that there be one publication with a free listing of all lodging properties and also an opportunity for properties to purchase a display ad.

MOTION: There was a motion by Shelleice that the Utah Travel Guide and the UHLA Accommodations Guide be combined into one publication with a free listing of all lodging properties with an opportunity for properties to also purchase a display ad. An RFP will be issued by Labor Day 2006 for bids to publish the guide by Memorial Day 2007. We would offer a bold listing of a property for an additional charge. Steve Lindburg will look at 'best practices' for the publication and make a recommendation to the board. The motion was seconded by Bob Syrett.

MOTION: After some discussion regarding the economics of advertising versus no advertising, the location of the advertising, and the format for paid advertisements, Shelleice made a motion to withdraw the previous motion. It was seconded by Bob Syrett.

MOTION: Colin made a motion that the two guides be combined and that staff explore the question of advertising versus no advertising, the location, and the cost of getting the publication into the market with paid advertising and without it and report back at the May meeting. An RFP will be issued by Labor Day 2006 for bids to publish the guide and it be printed and ready for distribution by Memorial Day 2007. The motion was seconded by Steve Lindburg and carried unanimously.

Mona commented that she liked the balance of copy versus the paid advertising in the Kane County Guide and suggested that we could use that as a guideline if we allow advertising in the Utah Travel Guide.

Shelleice reported that the Marketing Committee also recommends that we continue our relationship with utah.com but with more control over the content on the site.

Mike gave a presentation on the \$4 million Media Recommendation for summer/fall/pre-winter 2006 that Carat prepared. The highlights are:

- Reviewed national print, interactive, local broadcast, and local newspaper
- Three to four magazines will be selected for each final print plan
- Interactive criteria site selection is the same as national print: coverage, composition, composition index
- All sites will be requested to develop competitive proposals
- Interactive is a commodity and available inventory will vary from month to month
- Approximately three to four sites will be selected for each campaign
- Local cable is recommended as the local broadcast vehicle
- Methodology for cable network selection is the same as national print and interactive
- Cable network is a commodity and available inventory will vary from week to week
- Network availability varies by local cable systems

- Approximately six to nine networks will be selected for each campaign
- Recommend a launch presence in the travel sections of major newspapers in target markets such as *The Los Angeles Times*, *Las Vegas Review-Journal*, *Stockton Bee/Modesto Bee*, *Denver Post & Rocky Mountain News*
- Timing will coincide with local cable flighting

Shelleice commented that the committee had some concern with a print campaign for summer and fall 2006 because they would not hit the stands until at least August or September and it is too late for people planning their vacations. They proposed that Carat drop the printed ads and put the money allocated for print into more cable ads or put it into pre-winter ads. They also suggested that we drop Sacramento as a secondary market and put more money into the three primary markets of Los Angeles, Las Vegas, and Denver.

MOTION: After some discussion, Shelleice made a motion that we spend \$4 million in Los Angeles, Las Vegas, and Denver and Mike will work with Carat on the actual media placements. The motion was seconded by Colin and passed unanimously.

Kim commented that it is his opinion that we need to look at the summer and winter markets differently because of the demographics, the per day spending, and the amount of the advertising budget allocated to each season.

MOTION: Shelleice made a motion that we direct Carat to spend less of the budget in the national media and put more into television to get the advertising into the target markets sooner. Carat will come back within two business days with a new proposal using those guidelines. The motion was seconded by Steve Lindburg and carried unanimously.

Shelleice stated that the Marketing Committee will make a recommendation for a percentage split of the FY07 advertising budget at the May meeting and ask Carat to come to the June 2 meeting with a media proposal for the 2006 winter plan and a proposal for the summer 2007 plan that the board can discuss and approve/amend at the June 28 meeting.

The Marketing Committee also recommended that the staff and W work on the utah.travel landing page to create a spectacular page that reflects the brand platform as well iconic images with the location of those images identified. They requested that this task be accomplished by the May 17 meeting in Ogden.

Leigh commented that W would do the creative and Kelly Day will program the site.

Shelleice recommended that the board members read the Marketing Plan and come to the next meeting with any suggested additions/changes that need to be made. She also suggested that other programs within the UOT need to be added to the plan. It was suggested that we distribute it to our partners so they can make recommendations. We will announce at the Tourism Conference that it is available for anyone who wants to peruse it and make suggestions.

Kim recommended that the Marketing Committee make the decision on the recommendation from Carat so we can get the advertising out and working.

Co-op Marketing Policies

Steve Lindburg reported that the Co-op Marketing Committee had three recommendations:

- Follow the policy that has been established to regarding incomplete applications:
‘Applications that are incomplete after the deadline will not be considered for funding.’
- Allow the Rotary International application to be considered because the national organization has been in existence for more than one year.
- Evaluate each convention marketing application on its own merit but only if the application is for a convention that has already committed to holding it in the state.

Steve recommended that we consider adding the following language to the guidelines: If the application is for marketing a convention, the purpose of the funding needs to be to increase attendance from out of state participants. He also asked if we are letting the rural communities know that there is Coop Marketing Fund available. Leigh responded that she and Nan are looking into visiting every county to educate them about this program.

Steve asked the board members to read the Co-op Marketing Motions document in their packets and determine how to proceed on the following questions: 1) Should we allow for profit logos to appear on co-op ads? 2) Should we consider co-op applications from organizations that have already received state funds? There was some discussion regarding these two issues.

MOTION: Steve Lindburg made a motion to approve Motion B of the logos options. That motion states: Logos of applicants and their partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually oriented products and services will not be permitted. Use of the UOT logo must be in accordance with the UOT Brand Guidelines. The motion was seconded by Colin and carried unanimously.

MOTION: Bob Bonar made a motion to approve Motion A of the Co-op Funding Match options. That motion states: The UOT may elect to designate co-op marketing funds for projects that will promote the state to out-of-state residents when matched only with non-state dollars. While an entity may be receiving funding from other state sources (i.e. legislation or operations money), it must demonstrate that it can match the co-op request with non-state funds (no in-kind contributions). The co-op application will be revised to say, “Your finished application packet will include:

- Project budget including the source of your matching dollars (state dollars cannot be matched with state dollars).”

The motion was seconded by Steve Lindburg and carried unanimously.

Legislative and Tourism Conference Update

Nan Anderson handed out ‘2005 Utah Tourism at a Glance’ document for board members, staff, and anyone else to use as talking points when they meet with candidates who are running for county commission or legislative seats. UTIC’s primary role in the coming months will be to work on tourism issues as they relate to economic development.

Nan gave an overview of the Utah Tourism Conference scheduled for May 17-19 at the Ogden Marriott Hotel.

Washington County Update

Pam Hilton gave an update about the marketing activities for Washington County and the surrounding areas such as Zion National Park and Springdale.

Joyce Kelly gave an overview of the Red Rock Golf Trails program, which is a marketing program made up of a consortium of lodging properties and golf courses. They package and sell tours to Washington County, and they are able to track their customers.

Utah Public Lands Connection Study

Steve Burr gave a presentation about a study that is being done by the Public Lands Policy Coordination Office, the Utah Governor's Office, and Utah State University. The objective is to establish a baseline socioeconomic database that State, regional, local officials, and the Utah general public can use to develop input and/or responses to Federal land management Plans and policies. The study will be done in three phases: 1) Identify and prioritize socioeconomic connections to public lands; 2) Collect data and develop a database on priority connections identified in Phase 1 given time and budget constraints; 3) Analyses and reports using databases generated from Phase 1 and Phase 2 activities. The final report will be ready for distribution by December 2007.

Steve suggested that the UOT establish an internship program with the colleges and universities in the state to help students complete their course requirements.

Next Meeting

The next meeting will be held May 17 at 4 p.m. in the Spruce-Aspen Room of the Ogden Marriott Hotel.